

Oct. 15, 2009

Dear Complete Count Committees/Volunteers,

As we write this letter to you today, there are 168 days left until the 2010 Census Day on April 1, 2010. You can follow the countdown with us by going to the Census countdown clock at <http://2010.census.gov/2010census>

Posting a link to the countdown clock on your website, if you have one, is just one more way we can help raise awareness about the importance of a complete and accurate count in every Hoosier community. Your partnership with us is invaluable.

As the time grows closer to Census Day, we'd like to re-issue our invitation to you to let us know about the creative ways your community is getting the word out about the 2010 Census. While every community will have its own unique challenges, we are finding that communities are coming up with terrific ideas that may inspire others. Please share those ideas with us so that we can share them with other Hoosier communities.

We're finding great partnerships in the making. For example, in one community the local newspaper (a member of the local Complete Count Committee) created a large banner with its logo and the 2010 Census logo to be carried in a parade by a group of Latino teens (whose parent organization is also on the CCC). In another community, talented members of the CCC wrote and recorded their own 2010 Census song.

Also, we wanted to let you know that Census workers will be back in the field beginning mid- to late September. They'll be engaged in "Group Quarters Validation." Our Census colleagues will be visiting communities throughout Indiana collecting information about every Group Quarter such as the contact person, the name of the facility, and the maximum number of persons that live or stay at that facility. This is one of the early steps taken before the Group Quarters Enumeration next spring.

As you may know, a Group Quarter is a place where people live or stay that is normally owned or managed by an entity or organization providing housing and/or services for the residents. Group quarters include such places as college residence halls, residential treatment centers, skilled nursing facilities, group homes, military barracks, campgrounds, correctional facilities, and workers' dormitories.

If you have any questions about Group Quarters Validation – including any questions about whether a Group Quarter in your community has been identified – please don't hesitate to contact us. We also ask that you let your local law enforcement officials know that our Census colleagues will be carrying official Census Bureau identification when they make these visits and have been instructed to identify themselves before engaging in any conversation with administrators or officials at any Group Quarter.

FYI: What is Update Leave? A Census operation where census workers update paper versions of Census address lists and maps and leave questionnaires at housing units, mainly rural areas without street names and/or house numbers. Household respondents are expected

to fill out the questionnaires and mail them in. What is a BE COUNTED CENTER? A program that provides a means for people who believe they were not counted to be included in the 2010 Census. Businesses and organizations may agree to be a Be Counted site by donating space to display a Be Counted Box with forms in appropriate languages for their location. The Be Counted program runs March 18, 2009 - April 19, 2009 for Census 2010.)

Also coming soon is the Census in the Schools program (www.census.gov/schools), a terrific educational program that includes lesson plans, maps, teaching guides, and other informational materials to help teachers and students learn about the importance of the Census. The 2010 Census form, which is downloadable in both the English version and the bilingual version, is available at an informative and useful website, www.census.indiana.edu. We encourage you to share that form with other members of your Complete Count Committee and to visit that website for **current, timely, and accurate information relevant to Indiana** as planning and implementation of the upcoming Census proceed.

And finally, in the meantime, I do want to encourage you to visit the website www.indiana.census.edu.

It's filled with good information targeted toward Hoosiers.

Among the good information you can find:

A simple to-do list to get started on getting the word out about the 2010 Census
<http://www.census.indiana.edu/ccd/documents/lowhangingfruit-ashortactionlist.pdf>

A sample copy of the 2010 form (great to show folks so they can see how easy it will be to fill out
http://www.census.indiana.edu/other_documents/2010_Questionnaire_Info_Copy.pdf

Great material on why the 2010 Census will matter so much to us Hoosiers
<http://www.census.indiana.edu/why.html>

Response rates from 2000, by county, city, town, and township (it shows for example that the City of Madison had a 70 percent response rate back in 2000).

There are also maps and details of what may be potentially hard-to-count tracts (by county) in 2010.

<http://www.census.indiana.edu/ccd/htc.html>

http://www.census.indiana.edu/ccd/htc_maps/Jefferson%20Hard%20to%20Count.pdf

We look forward to working with you in the months to come, making sure that everyone in your community gets 'counted'! Remember, for every Hoosier 'not' counted, your community loses \$4,000.00 per person, over 10 years that equals to \$40,000.00 per person.

Sincerely,

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